

ENGAGE

CWT Meetings & Events' Magazine UK & Ireland | October 2012

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SEASON OF GOODWILL

Limit the risk of employee injury and employer liability at the Christmas party

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INSPIRE VIA INCENTIVES

Motivate your employees, match your objectives and achieve return on investment

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TRAVEL TO THE BIG APPLE

Explore the city that never sleeps for your next meeting, event or incentive



Park Plaza Westminster Bridge London



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WELCOME



IAN CUMMINGS

Director of CWT Meetings & Events,
UK & Ireland

In challenging economic times, it is more important than ever to ensure your workforce remains motivated. Incentive travel has long been used as a management tool to drive business objectives and goals. **Learn how to design a reward experience that matches your objectives on page 6.**

Rewarding your work force is important. However, when organising your Christmas party keep in mind employee health and safety. Employee conduct is, to some extent, up to the individual, but even at the Christmas party, employers have a duty of care to their employees. **View our suggestions on page 4 for advice on how to limit the risk of injury.**

Looking for a luxury hotel? Purposefully-built to cater to your delegates' every need, *CWT Meetings & Events* presents seven, specially-selected European hotels. **Take a leisurely browse through the crème-de-la-crème of continental hospitality on page 13.**

Also in *Engage*: our pick of inspiring World Heritage sites to give your next event a lasting legacy; a rundown of the freshest hotels on the market; and a destination feature on New York, with tips on how to make the most of the Big Apple.

I hope you enjoy reading our magazine and find the information helpful. Please get in touch if you would like to speak with us at *CWT Meetings & Events*: engage@carlsonwagonlit.co.uk.



THAILAND | The 32-storey Sofitel Bangkok Sukhumvit aims to bring French elegance to Bangkok. Flanked by the commercial and financial districts and prime shopping areas, the hotel is in a great location. Features include 345 rooms and suites; a Grand Ballroom; nine InspiredMeetings rooms; luxury spa facilities by L'Occitane; five restaurants and bars; and a patisserie.



CROATIA | Situated on the south coast of the Istrian peninsula, Park Plaza Histria Pula boasts a new reception, lobby, restaurant and conference centre for up to 700 delegates. Featuring a Balinese inspired spa and fitness area, the hotel overlooks the Adriatic Sea and offers guests views of landscaped gardens and beach areas – as well as close proximity to the yacht club for dining and diving.



DUBAI | Hitting the hotel scene this October, the JW Marriott Marquis in Dubai will be the world's tallest hotel building (at 355 metres) and one of the largest convention hotels. Comprised of two soaring towers, the hotel offers 1,608 bedrooms, including four exclusive sky-view penthouse suites, and over 5,000 square metres of conference and event space that features two ballrooms.



LONDON | The Pullman London St Pancras opened in the heart of London this summer. Boasting 312 bedrooms and 18 meeting spaces – including a 446-seat tiered theatre – this hotel has been designed to indulge and inspire the corporate audience. To top it all off, the Skyline Suite commands unrivalled panoramic views of the London skyline and is perfect for private dinners.



COPENHAGEN | The Scandic Hotel in Copenhagen offers one of the largest conference spaces in the city and has recently completed a major refurbishment. The meeting and event facilities can host between two and 1,100 attendees and includes free Wi-Fi and high spec AV and IT equipment.

A CLIENT'S VIEW ON MEETINGS MANAGEMENT

Strategic meetings management (SMM), a concept that allows companies to review their M&E activity and align it with the strategic goals of the business, is increasingly being employed by companies in the UK; though some may not realise it.

At a recent *CWT Meetings & Events* UK client roundtable on SMM, Andrew Gilkerson, European Meetings and Congress, World Wide Procurement, Pfizer, revealed “We have had an SMM programme for five years, although when implementing it we didn't necessarily realise that was what it was. We had simply set out to categorise spend.”

Long-established in America, SMM has comparatively recently reached the shores of the UK. Nearly half of *CWT Meetings & Events* UK customers have expressed an interest in implementing SMM programmes in their own organisation, with systems having already been rolled out for six of its biggest clients.

The companies in attendance at the roundtable, including RWE npower, XPS on behalf of their blue chip clients, and Pfizer, were each at different stages of implementing their SMM programme, enabling a cross-section of experiences to be shared. Using comments from the roundtable as a guide, a *CWT Meetings & Events* white paper has been created around the key things to consider when looking to implement an SMM programme across your business.

Contact the team at engage@carlsonwagonlit.co.uk, or call them on +44(0)20 3353 0274 for your copy of the SMM White Paper.

EMPLOYEE HEALTH AND SAFETY AT CHRISTMAS PARTIES

WORLD HERITAGE SITES OFFER ‘OUTSTANDING UNIVERSAL VALUE’* THROUGH THEIR CULTURAL AND NATURAL HERITAGE. CONSIDER THE FOLLOWING CITIES FOR A MEETING AND EVENT LOCATION WITH A LEGACY.



VIENNA, AUSTRIA | Austria's culture-packed capital city offers both tradition and modernity like no other. With grand squares immortalising heroes from closely-fought battles, splendid palaces reminding visitors of the city's regal ancestry, and museums hoarding all manner of magical pieces, the city's rich tapestry of Celtic, Roman, and Medieval pasts are gone but far from forgotten. Intertwined is a dynamic urban pulse that proves the contemporary, even avant-garde, is also welcome here. Book into the five-star Vienna Marriott in the heart of the city for easy access to the Ringstrasse (a boulevard around the inner city built by Emperor Franz Josef). It features 11 meeting rooms, 8,127 square feet of meeting space and on-site exhibition space. Choose the InterContinental Vienna for close proximity to the famous shopping streets, Kaerntner Strasse and Graben, and St Stephen's Cathedral. Host an evening event at the Schloss Schönbrunn Palace, the most visited sight in Vienna; take a trip up the Danube Tower for a breathtaking view of Vienna; or ride the Riesenrad (ferris wheel) to ensure your event reaches new heights.

MARRAKECH, MOROCCO | Marrakech is a sensory treat for body and mind. With smells emanating from the spice markets, souks overflowing with silks, and meandering alleyways containing snake-charmers, the city's atmosphere will soak into your heart and soul. Take in the scents of the Bahia Palace gardens; scale the Koutoubia Tower, part of the largest mosque in Marrakech; or enter the Saadian Tombs. Should the old city become a little too suffocating, ville nouvelle (the new town) will provide delegates with clean lines, art galleries and boutiques. Le Méridien N'Fis by Starwood is a beautiful hotel with grounds to rival those of Princess Jasmine in Disney's Aladdin. Four conference rooms boasting natural daylight with a capacity of 10 to 150 are on offer, with a business centre and audio-visual equipment available. The Sofitel Marrakech Palais Imperial is also on-hand to offer a calming environment amidst the frenzied city, while the Marrakech Conference Centre offers space for larger events. Activities such as quad bike excursions, treks and hot air balloon rides over the city are sure to set your delegates' hearts racing.

BEIJING, CHINA | As the home of the Badaling section of the Great Wall of China, Beijing has certainly earned its World Heritage site status. The city's exciting nightlife, Peking Opera and acrobatic live shows make it one of the most popular tourist destinations in the world; while the Beijing 2008 Summer Olympics heightened the city's corporate allure through a legacy of impressive facilities and venues, and improved domestic and international transportation. Host your event in the Grand Ballroom of the Crowne Plaza Beijing Wangfujing, located in the golden business district, or stay at the Novotel Xinqiao for easy access to Tian'anmen Square, the Forbidden City, and the Temple of Heaven. The Royal Garden at the Radisson Blu Hotel Beijing offers a unique outside venue. However, should a larger space be required, the Beijing International Exhibition Centre, the Beijing International Convention Centre, and the China Word Trade Centre are all at your service. Visit the famous Lao She Tea House for folk arts, drama and traditional tea, or catch a film at the Maple Drive-in – the first overnight motor-vehicle cinema in China.

*UNESCO World Heritage Centre

Employee conduct is, to some extent, up to the individual, but even at the Christmas party, employers have a duty of care to their employees. Companies who provide alcohol at Christmas events can be held liable for drunken injuries on the way home. Here are some suggestions to limit the risk:

1 Provide taxis home if your budget allows or organise car shares between attendees

2 Arrange a taxi marshal to ensure a steady flow of taxis at the end of the night

3 Provide clear information on how to get home as part of the invitation

4 Ensure drinks are limited before food, and non-alcoholic drinks are available

REWARD EMPLOYEES & BENEFIT YOUR BOTTOM LINE

PROVING THE VALUE OF INCENTIVE TRAVEL

More than 75 per cent of those involved in organising incentive travel believe the need to measure return on investment (ROI) and return on objectives (ROO) will increase in the coming year, according to international incentive association Site's Annual Index 2012. Many motivational programmes focus on rewarding top performing salespeople, while a growing number also seek to recognise employees who contribute to the company's values in other ways.

However, the Incentive Research Foundation's latest probe into the industry shows that a key challenge for organisers is proving that ever-tighter budgets are being well-spent. While it may be daunting to plan an incentive that will meet business goals and stand up under intense scrutiny, there are steps that lead to success.

AGREE AN INCENTIVE STRATEGY

Setting clear objectives is essential, and could include quantitative goals such as a percentage sales increase, or qualitative goals such as building a community of global colleagues that reinforces best practice. For example, management may want the programme to resonate with the core values of the business, or for the trip to encourage attendees to inspire their colleagues to achieve the incentive next year.

CWT Meetings & Events UK Business Development Director Jane Baker explains, "The greatest contributor to the success of an incentive is its strategy. Employees targeted should demonstrate an improved performance against a specific goal, however to be motivated to do so, they will need to value the incentive reward." The ongoing business impact pre- and post-trip could be measured in monthly progress reports or leadership tables, in addition to an initial analysis of the success of the trip through surveying the participants themselves. "Ultimately, the incentive programme must satisfy both the business needs and those of the target participants" adds Jane.

WE ALL KNOW MONEY DOESN'T GROW ON TREES, WHICH IS WHY INCENTIVE TRAVEL HAS LONG BEEN USED AS A MANAGEMENT TOOL TO HELP DRIVE BUSINESS OBJECTIVES AND GOALS, WITH AROUND 34 PER CENT OF COMPANIES MOTIVATING THEIR EMPLOYEES THIS WAY.*

CWT MEETINGS & EVENTS SHARES THE KEY PRINCIPLES BEHIND DESIGNING A SUCCESSFUL REWARD EXPERIENCE, AND HOW TO MEASURE ITS EFFECTIVENESS.



"Ultimately, the incentive programme must satisfy both the business needs and those of the target participants"

'MONEY CAN'T BUY' EXPERIENCES

While a desirable destination may be important, utmost is the need to give attendees a 'money can't buy' experience. "An incentive doesn't need to be big budget, but it does need to be something special that over-reaches the expectations of the attendees," explains Jane. "It could be access to an amazing building, like the House of Commons, or an inspirational talk from an icon." It can also be an idea to capitalise on the time of year planned for a trip, but it is worth thinking about the demographic of attendees before planning an incentive focused on one activity, such as skiing. A cultural activity that gives attendees a sense of place can add meaning to the trip, and potentially introduce sales teams to a new global market, as well as building brand reputation within a country.

BACK TO BUSINESS

A growing need to combine a meeting or business-focused element with the pure travel incentive may affect the destination selected, depending on its ability to accommodate this.

Site International Foundation and the Incentive Travel Council surveyed 1,003 incentive attendees last year for its report – *Incentive Travel: The Participant Viewpoint*. Of those who earned the reward, 95.5 per cent said they were a little motivated, motivated, or extremely motivated. But, 90.7 per cent of non-earners were similarly motivated. One of the key elements involved in gaining this buy-in to the incentive is to ensure that communication about the programme and the progress participants are making towards goals is clear and consistent. "Understanding the rules of qualification is vital, so they know what they need to achieve," says Jane.

This aspect was reflected in risk management software company Turaz's 2012 Sovereign Club event – organised by CWT Meetings & Events in Mexico. The identity of the incentive was built around the new Turaz logo and brand guidelines, in order to build brand familiarity and positivity during a period of transition. For consistency, the event identity was also applied to email communications used to reveal progress against targets, as well as the onsite welcome packs and directional signage once the winners were selected. Following the event, 100 per cent of attendees said the trip made them feel motivated to qualify again next year.

Internal social media could be used to generate excitement around the incentive. An incentive can also be a great way for key management to engage with the company's top performers, as well as offering the attendees the chance to network with their high-achieving peers. Involving senior management in certain activities will reinforce the company's commitment to the incentive scheme.

Finally, detailed records that prove the productivity of the winners and their contributions to the company's financial performance will prove invaluable in measuring the effectiveness of the incentive – and crucially, help justify next year's spend. "Measurement is massive," concludes Jane. "We know incentives work, and having the data allows us to justify the argument."

*according to the Incentive Research Foundation.

For advice on how to design, manage and measure an effective incentive programme, contact CWT Meetings & Events on +44(0)20 3353 0274, or email the team at engage@carlsonwagonlit.co.uk.



NEW YORK NEW YORK!

NEW YORK NEIGHBOURHOODS

Don't let the title 'New York City' throw you. In reality, New York's individuality is achieved through it being made up of five separate areas. Here's a quick overview of their personalities.

THE BRONX | Perhaps best known as the home of the Yankee Stadium and the world-famous Bronx Zoo, the Bronx is the northernmost borough of New York. The population is well over 1.3 million, and there are over 35 neighbourhoods. The Bronx has more parkland than any other borough, including Van Cortlandt Park and the renowned New York Botanical Garden.

BROOKLYN | Ahhh...Brooklyn. It's a place that conjures up images of kids named Vinnie playing stickball, greasy pizza and districts filled with people talking in the stereotypical Brooklyn accent. Nowadays, it's rich in culture and home to both young and old. There are dozens of neighbourhoods within this borough, from pretty, family-orientated ones to bohemian-centric.

MANHATTAN | Manhattan itself is broken up into 15 different 'villages'. Chelsea, Chinatown and Harlem are among them, but the most famous are perhaps Soho, an area that any serious New York retail or art shopper knows like the back of their hand, and Times Square, which is set against a dazzling backdrop of flashing neon and lives up to its reputation as the entertainment capital of the world.

QUEENS | Vibrant and diverse, artistic and bohemian, Queens has become one of New York's top cultural destinations. This wildly diverse borough of NYC is home to so many different ethnicities that it's widely considered the most ethnically diverse 115 square miles on the planet. The seven subway line, a main artery of Queens, has been named part of the National Millennium Trail.

STATEN ISLAND | Staten Island, despite its beautiful woodlands and coveted seaside real estate, is New York's forgotten borough. In the centre of Staten Island is the famous greenbelt, a stunning parkland covering 1,788 acres that has over 30 miles of trails, a golf course and even an old-fashioned carousel.



A TRUE MOSAIC OF EVERYTHING AMERICA ENCOMPASSES, NEW YORK COMBINES THE COUNTRY'S BEST ATTRIBUTES TO GUARANTEE A SUCCESSFUL AND EFFECTIVE MEETING, EVENTS OR INCENTIVE PROGRAMME.

Boasting a reputation as the cultural, artistic, financial, fashion and media capital of the world, New York appears to have it all. From the Statue of Liberty to Central Park, and Fifth Avenue to Greenwich Village, 'The Big Apple' has the right balance of all-American confidence and qualities required to provide your delegates with the experience of a lifetime.

'TIS THE SEASON... TO VISIT NEW YORK

The best time to visit for meeting planners is during the 'off-peak' season, which lasts from January to February and then July through to August. However, July and August are high tourist seasons, so while corporate groups are off-peak, the city itself can get crowded with holiday-makers. Should you feel happy to brave the crowds and embrace the atmosphere, hotel rates, venue fees and overall cost of events are statistically lower during off-peak times.

IF YOU'RE A FIRST-TIME VISITOR

View the Empire State and Chrysler Buildings, the Statue of Liberty, Rockefeller Center, Times Square, the Bronx Zoo, Brooklyn Bridge and all of the other world-famous attractions. If you've been here before, there's always another neighbourhood to explore, restaurant to try, Broadway show to see or museum to visit.

ALL ABOUT TEAMWORK

New York offers a wide range of event and team-building activities. Here are some ideas from our partner in New York, Kuoni Destination Management:

- **Rockefeller Center** | enjoy views from the 'Top of the Rock' and a backstage pass to NBC studios
- **NY Stock Exchange/NASDAQ** | experience the thrill of Wall Street via a tour of these impressive buildings' edifices, or an exclusive indoor tour
- **Coopers Classics** | hold your event amongst an exclusive selection of restored vintage cars
- **Ellis Island** | visit the island in New York's harbour to learn about the role it played for immigrants coming to America
- **Private cooking class** | generate a friendly rivalry among colleagues vying for the best bake!
- **Making scents of NYC** | ensure your delegates' New York experience is sweet-smelling with a fragrance class
- **'Behind the Scenes' Broadway experience** | walk the boards of New York's renowned dramatic institution
- **Hudson River power walk** | blow away the cobwebs and experience New York's great outdoors
- **Brooklyn Bridge walk and photography tour** | take away lasting memories from one of the city's famous landmarks

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RECOMMENDED RESTAURANTS

- Aureole
- Bobby Van's
- Colicchio & Sons
- David Burke Townhouse
- Fig and Olive
- Le Bernardin
- Le Cirque
- Oceana
- Picholine
- Trattoria Dell'Arte

RECOMMENDED HOTELS

- Marriott Marquis
- Omni Berkshire Place Hotel
- Sheraton New York
- Westin Times Square
- The Plaza Hotel
- InterContinental New York Times Square
- Sofitel New York

"We like to mix up clients' agendas with morning power walks, yoga sessions in Central Park, and free exhibitions"

COST-EFFECTIVE, ALTERNATIVE ACTIVITIES

New York is often perceived as expensive; however, there are many creative and cost-effective solutions for events and incentive programmes. "We like to mix up clients' agendas with morning power walks, yoga sessions in Central Park, and free exhibitions," says Lisa Paul, Head of Marketing and Manager, National Accounts, Kuoni Destination Management. "A recent hit was our 'Neighbourhoods of New York' event, which featured bucket drummers at South Street Seaport and a Broadway singer belting out show tunes in Times Square!"

CAPABLE CONVENTION CENTRES

In terms of large meeting facilities, no other location can beat the Jacob K Javits Convention Centre; spanning five blocks, the Javits Center ranks among the top 20 largest convention centres in the United States, with 760,000 square feet of exhibit space. The acoustical dividing walls can create up to nine individual halls, accommodating anywhere from 150 to 3,000 guests. The Centre also has 28,000 square feet of meeting space and 102 total meeting rooms. For banquets and receptions, the 65,000 square foot Crystal Palace and the 45,000 square foot Galleria River Pavilion feature stunning views of the river and city skyline.

Alternatively, the AMA New York Executive Conference Centre is conveniently located at 48th and Broadway in the heart of New York's bustling Times Square. Within a few blocks are some of the best restaurants, shops, and entertainment for which New York is famous. The executive conference centre can accommodate meetings of up to 120 participants. Perks include a complimentary beverage service; no service, set-up or freight in and out charges; and no food and beverage minimums or even an overnight accommodation commitment.

For more ideas and advice, contact CWT Meetings & Events on +44(0)20 3353 0274, or email the team at engage@carlsonwagonlit.co.uk.

Article produced in association with Kuoni Destination Management

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CORINTHIA HOTEL LONDON | LONDON

If you're after old-school luxury, look no further than the Corinthia Hotel London. Nestled between the City and the West End, this imposing Victorian masterpiece is ideally placed for both daytime meetings and evening events. Craftsmanship abounds, not least in the quality of decoration, where the drama of the lobby's architecture is magnified by the 'full moon' Baccarat chandelier. Freshly-made cocktails are served in replicas of Queen Victoria's glassware, while a celebration of British cuisine is served in The Northall restaurant. Should the finest food from the continent be desired, an art deco-style restaurant showcases the dishes of top Italian chef, Massimo Riccioli. The Victorian ballroom offers a spectacular setting for a little dancing, while the suite of meeting rooms provides exclusive surroundings for private dining or meetings. When guests are finally ready for bed, gracious living is taken to the next level – two levels to be exact – with the seven penthouses languorously spreading themselves over two floors.



FOUR SEASONS HOTEL GEORGE V | PARIS

Unadulterated, Parisian luxury abounds in the world-renowned Four Seasons Hotel George V. The home of high fashion and fine dining, visitors can wander the winding streets of Paris and the closely-located Champs-Élysées, indulging themselves in the city's adornments; such as the Notre Dame Cathedral and, of course, the Eiffel Tower. A landmark itself, the eight-storey 1928 building features private terraces, 18th-century tapestries, and an exquisite art collection. The 244 hotel guest rooms and suites radiate opulence, while the fine dining menu in restaurant Le Cinq was awarded its first Michelin star just two months after opening, and a second within the first year. The hotel boasts a startling array of function rooms, each one combining inspiring design with functionality and the latest technology. Should a break from a hard run of meetings be desired, the hotel is in the heart of the city's most upscale shopping district. Alternatively, the champagne region is perfect for a wine country discovery day, and Disneyland Paris is ideal for a bit of fun.

W BARCELONA | BARCELONA

Welcome to the new generation of luxury hotels. Located along the famed boardwalk La Barceloneta, W Barcelona delivers entertainment, recreation, nightlife, and hospitality guaranteed to excite those who stay here. The 473 guest rooms, including 67 suites, feature the signature W bed with 350-thread count sheets, fully-wired technology, and an excellent entertainment system; while the design of the high-rise hotel delivers stunning views of both the Mediterranean and Barcelona's skyline. After ensuring business guest's needs are catered for through a suite of fully-equipped meeting rooms, attention is turned to their emotional needs, with the Pets Are Welcome service helping to reduce the strain of business travel. A mixology masterclass offers the perfect team-building activity; followed by a trip to the hotel's spa, where 7,500 square feet of treatment rooms and beauty boutiques are arranged over two floors. End the night poolside sipping tropical cocktails and dancing to the tunes of the resident DJ.





JUMEIRAH GRAND HOTEL VIA VENETO | ROME

The winner of numerous awards, including four Five-Star Diamond awards, and described in the Condé Nast Traveller 2011 Hot List as one of the most beautiful hotels in the world, the Jumeirah Grand Hotel Via Veneto is the embodiment of Italian flair and finesse. Located in the city centre, the beauty of the 19th century hotel has resulted in it being protected by Rome's Fine Arts Authority. Its 116 rooms and suites give this hotel an exclusive feel, while the two restaurants, rooftop solarium and state-of-the-art Aqva City Spa – with marble fittings, colour therapy and clouds of exotic perfumes – ensure residents feel pampered. Getting down to business is easy in this tranquil setting, thanks to a variety of well-appointed private spaces perfect for an executive meeting, a memorable social event, or an exclusive dinner. Sample 20 different vodkas in Time Restaurant and Wine Bar, before settling down to a gourmet dinner in Magnolia; the features of which include arched dining rooms and paintings by famous Italian artists.

MANDARIN ORIENTAL | PRAGUE

A hotel that has historical elegance in abundance, the Mandarin Oriental was voted as the top hotel by Condé Nast travellers in 2011 after receiving a perfect score. A former 14th century monastery, nestled in the quiet cobbled streets of Mala Strana, the hotel's spa is the only one in the world located in a former Renaissance chapel. For privacy, guests can retreat in their robes through an underground passageway linked directly to the main building and their luxury rooms, each one featuring vaulted ceilings and parquet floors. The ancient Baroque capital of Prague impresses awestruck visitors with a medieval centre that features a hundred spires. Bond with your delegates over a round of golf at Resort Karlstejn, as each tee offers views of the city's 14th century castle. Marvel at the vaulted ceilings of the Grand Ballroom for your next big event; book the adjoining Dominicus Hall for an atmospheric connecting space; and claim the Monastery Lounge as your own pre-function space.



SWISSÔTEL TALLINN | TALLINN

Towering high above Estonia's capital city, the imposing, glass-clad Swissôtel Tallinn shimmers in the sun. An architectural treat, the hotel successfully rivals its stylish neighbours in Tallinn's business district. Panoramic views of the capital are available from its 238 guest rooms and suites alongside everything the modern business traveller requires; including complimentary Wi-Fi, access to Purovel Spa, an ergonomic chair, and entry to the Swiss Executive Lounge for meeting facilities and the services of the Swiss Meeting Concierge. Take your pick of the three restaurants on offer – one of which is situated on the top floor – or arrange an event in the banquet rooms, of which the largest ballroom in Estonia is a feature. Finish your night in Horizon Bar, where cocktails and music are delivered, or head to the Cigar Lounge for a grown-up debate. Should a contrast to all the glass and clean lines be sought, a short stroll will take you to the beautiful UNESCO-listed medieval old town for sight-seeing tours, shopping options and entertainment.

PARK HYATT HAMBURG | HAMBURG

Located in the heart of the romantic city of Hamburg, the Park Hyatt is a haven for business travellers. Overlooking a vibrant shopping promenade and close to attractions such as Alster Lake, St Pauli Quarter; and the captivating harbour warehouse district, delegates won't fail to be entertained by this sophisticated cosmopolis. In addition to the hotel's sleek 252 rooms and suites with high-tech features, the Park Hyatt offers serviced apartments with residence-style privacy for extended stays. Nine meeting rooms cater for up to 250 people at a time, one of which is the hotel's exclusive boardroom, which features 12 leather armchairs, a long table and an atmosphere perfect for making important decisions. Should tensions run high, a private cookery session with the head chef of Apples Restaurant will help restore calm, followed by a treatment in the exquisite Hyatt Pure Spa. Should something more upbeat be sought, the near-by Reeperbahn nightlife district will be well-received, as well as the cheering notes of one of Hamburg's musical productions.



To book meeting space or accommodation at one of these hotels, contact *CWT Meetings & Events* on +44(0)20 3353 0274, or email the team at engage@carlsonwagonlit.co.uk.

PUTTING THE SHOW BACK INTO BUSINESS.

In these times your meeting or event needs an edge. That daring difference that speaks volumes to your client or your competitors. This is no glitzy display with no real depth, but glamorous venues with a deep-rooted love for style, and an undying dedication to providing amazing hospitality. With inspiring events rooms, complimentary Wi-Fi and all the mod cons, Malmaison is the perfect setting to add a little show to your business.

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